



# International Journal of Multidisciplinary Research in Science, Engineering and Technology

*(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)*



**Impact Factor: 8.206**

**Volume 9, Issue 3, March 2026**



## International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)

# An Empirical Study on Tourism Development in Kodaikanal

Ms. Aiswarya Lakshmi.T<sup>1</sup>, Mr. Ram Saravanan. M S<sup>2</sup>

Assistant Professor, Sri Krishna Arts and Science College, Coimbatore, Tamil Nadu, India<sup>1</sup>

Student, Sri Krishna Arts and Science College, Coimbatore, Tamil Nadu, India<sup>2</sup>

**ABSTRACT:** Tourism plays a significant role in regional economic development while also influencing environmental sustainability in popular tourist destinations. This study examines tourism development in Kodaikanal, one of the most prominent hill stations in South India, with particular emphasis on cleanliness, waste management, tourist satisfaction, and sustainable tourism practices. The research adopts a descriptive research design and utilizes both primary and secondary data sources. Primary data were collected through a structured questionnaire administered to 120 tourists visiting major tourist attractions such as Kodaikanal Lake, Coaker's Walk, Pillar Rocks, and Bryant Park. The collected data were analysed using statistical tools including percentage analysis and One-Way ANOVA to evaluate tourist perceptions regarding cleanliness, tourism infrastructure, and environmental management. The findings indicate that the majority of visitors belong to the youth segment, particularly the 18–24 age group, suggesting that Kodaikanal is a popular destination among students and young travellers. A large proportion of respondents expressed positive perceptions of the destination, with most tourists willing to recommend Kodaikanal to others. However, the study also identifies significant challenges related to improper waste disposal, inadequate dustbin facilities, poor sanitation infrastructure, and overcrowding during peak tourist seasons. These issues negatively affect tourist satisfaction and pose potential risks to the fragile hill ecosystem. The study concludes that effective waste management practices, improved sanitation infrastructure, and greater awareness of responsible tourism are essential for sustaining tourism development in Kodaikanal. Implementing measures such as strategic placement of dustbins, proper waste segregation, and improved municipal waste collection systems can significantly enhance environmental quality and tourist experience. The research highlights the importance of coordinated efforts among government authorities, tourism stakeholders, and local communities to promote sustainable tourism and preserve the ecological integrity of Kodaikanal for future generations

**KEYWORDS:** Tourism Development, Kodaikanal, Sustainable Tourism, Waste Management, Tourist Satisfaction, Environmental Management.

### I. INTRODUCTION

Kodaikanal, popularly known as the “Princess of Hill Stations,” is one of the most popular tourist destinations in South India. Located in the Palani Hills of the Western Ghats at an altitude of about 7,200 feet above sea level, it is well known for its pleasant climate, scenic landscapes, and peaceful environment. The hill station is rich in biodiversity, with dense forests, grasslands, and rare species such as the Kurunji flower that blooms once every twelve years. Major attractions like Kodaikanal Lake, Coaker's Walk, Pillar Rocks, and Bryant Park attract a large number of tourists every year. These natural and recreational features make Kodaikanal an ideal destination for leisure tourism, honeymoon trips, and nature lovers.

Tourism plays an important role in the economic development of Kodaikanal by generating employment opportunities and supporting local businesses. Products such as homemade chocolates, eucalyptus oil, and locally produced goods also contribute to the town's tourism identity. However, the increasing inflow of tourists has created several challenges such as waste disposal problems, plastic pollution, overcrowding, and pressure on local infrastructure. These issues threaten the natural beauty and environmental balance of the hill station. Therefore, maintaining cleanliness and improving waste management practices have become essential for sustainable tourism development. Effective planning and responsible tourist behavior can help preserve Kodaikanal as a clean and attractive destination for future generations.



## International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)

### II. RESEARCH OBJECTIVES

1. To evaluate the level of cleanliness, waste management, and environmental protection measures in tourist areas.
2. To examine the factors influencing tourist satisfaction in Kodaikanal, including natural beauty, climate, cleanliness, and facilities.
3. To assess the existing tourism infrastructure such as accommodation, transportation, and basic amenities.

### III. SCOPE OF THE STUDY

The present study focuses on analysing tourism development in Kodaikanal with special reference to cleanliness, waste management, tourist satisfaction, and sustainable tourism practices. It mainly examines issues related to improper waste disposal and sanitation in major tourist attractions such as Kodaikanal Lake, Coaker's Walk, Pillar Rocks, Bryant Park, and nearby public areas. The study aims to understand the existing environmental conditions and the challenges faced in maintaining cleanliness in these high tourist activity zones.

The study also considers tourists' perceptions and opinions regarding cleanliness, availability of waste disposal facilities, environmental quality, and their overall satisfaction during their visit to Kodaikanal. In addition, it evaluates the waste management practices followed by municipal authorities and the role of local stakeholders in maintaining environmental hygiene. The scope further includes examining how cleanliness influences the image of Kodaikanal and tourists' intention to revisit. However, the study is limited to a specific period and a selected sample of respondents, providing a localized understanding of tourism development and cleanliness issues in Kodaikanal.

### IV. PROBLEM STATEMENT

Kodaikanal is widely regarded as one of the most beautiful hill stations in South India, attracting a large number of domestic and international tourists due to its pleasant climate, scenic landscapes, and peaceful environment. Tourism plays an important role in the economic development of the region by generating employment opportunities and supporting local businesses. However, the rapid increase in tourist inflow, especially during peak seasons, has created several challenges for the destination. One of the major issues faced by tourists is the problem of cleanliness and improper waste management in important tourist locations such as Kodaikanal Lake, Coaker's Walk, and Pillar Rocks.

The growing number of visitors has led to problems such as plastic waste, littering, inadequate waste disposal facilities, and poor sanitation conditions. Insufficient waste bins, irregular garbage collection, lack of waste segregation, and limited awareness about responsible tourism further worsen the situation. Overcrowding during weekends and holidays also places pressure on sanitation infrastructure, affecting the overall tourist experience. If these problems are not addressed, they may negatively impact tourist satisfaction and the image of Kodaikanal as a tourist destination. Therefore, this study focuses on examining tourism development in Kodaikanal with special reference to cleanliness, waste management, and sustainable tourism practices.

### V. RESEARCH DESIGN

The study adopts a descriptive research design to examine tourism development in Kodaikanal with special reference to cleanliness, waste management, tourist satisfaction, and sustainable tourism practices. This design helps in understanding the existing conditions, characteristics, and perceptions of tourists regarding tourism facilities and environmental management.

#### 5.1 Data Source

The study is based on both primary and secondary data. Primary data were collected directly from tourists visiting Kodaikanal through a structured questionnaire to understand their perceptions about cleanliness, waste management, and tourism facilities. Secondary data were obtained from research journals, books, government reports, tourism department publications, websites, and previous studies related to tourism development.



## International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)

### 5.2 Tools Used

A structured questionnaire was used as the main tool for data collection. The questionnaire included demographic questions and Likert-scale statements (Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree) to measure tourist opinions on cleanliness, waste disposal facilities, sanitation conditions, and overall tourism satisfaction.

### 5.3 Sample Size

The study was conducted among 120 respondents, consisting mainly of tourists visiting Kodaikanal. The respondents were selected based on their availability and accessibility during the period of study, and the sample size was considered adequate to understand general tourist perceptions regarding tourism development and cleanliness.

### 5.4 Data analysis and Interpretation

The present study analyses tourism development in Kodaikanal with special reference to cleanliness, waste management, tourist satisfaction, and sustainable tourism practices. The analysis is based on primary data collected from 120 tourists visiting major tourist attractions such as Kodaikanal Lake, Coaker's Walk, Pillar Rocks, and Bryant Park. Statistical tools such as percentage analysis and One-Way ANOVA were used to understand tourist perceptions regarding environmental conditions and tourism infrastructure.

The demographic analysis shows that 92% of the respondents belong to the 18–24 age group, indicating that Kodaikanal attracts a large number of young tourists, particularly students and youth travellers. This suggests that the hill station is widely preferred for short leisure trips, educational tours, and group travel among the younger population. The high proportion of young visitors also indicates the growing trend of youth tourism in hill stations of South India.

The analysis of tourist perception reveals that 87% of respondents are willing to recommend Kodaikanal to others, which reflects a strong positive image of the destination. Tourists appreciate the natural beauty, pleasant climate, greenery, and scenic landscapes that make Kodaikanal an attractive tourist spot. These factors significantly contribute to tourist satisfaction and strengthen the destination's popularity among domestic travellers.

However, the results also highlight several environmental challenges that affect the overall tourism experience. About 62% of respondents reported problems related to improper waste disposal, lack of dustbins, sanitation issues, and overcrowding during peak tourist seasons. These issues indicate that the rapid increase in tourist inflow has created pressure on the existing infrastructure and waste management systems. The presence of plastic waste, inadequate waste segregation practices, and insufficient municipal waste collection can negatively affect both the environmental quality and the aesthetic appeal of the destination.

The study further indicates that tourist satisfaction varies based on demographic factors such as age and education level. Educated tourists tend to have greater awareness of environmental sustainability and therefore expect better cleanliness standards, proper sanitation facilities, and effective waste management systems. This highlights the need for authorities to improve environmental management practices to meet the expectations of environmentally conscious visitors.

The One-Way ANOVA analysis also indicates variations in tourist satisfaction across different demographic groups, suggesting that perceptions of cleanliness and tourism infrastructure are not uniform among all tourists. This emphasizes the importance of improving tourism management practices and environmental maintenance in order to enhance overall visitor satisfaction.

Overall, the analysis suggests that although Kodaikanal remains a highly attractive tourist destination due to its natural beauty and favourable climate, the growing tourism activity requires stronger environmental management strategies.

## VI. FINDINGS

- Most visitors (92%) belong to the 18–24 age group, mainly undergraduate students, showing that Kodaikanal is popular among young tourists.
- About 87% of respondents are willing to recommend Kodaikanal, indicating a positive destination image and overall tourist satisfaction.



## International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)

- Around 62% of tourists reported problems such as poor waste disposal, lack of dustbins, sanitation issues, and overcrowding during peak seasons.
- Tourists also pointed out weak waste management practices, including inadequate waste segregation and insufficient waste disposal facilities.
- Tourist satisfaction varies across age and education groups, with educated tourists expecting higher standards of cleanliness and facility maintenance.

### VII. SUGGESTION

- Install dustbins at regular intervals in tourist areas to encourage proper waste disposal and reduce littering.
- Introduce color-coded bins for waste segregation such as biodegradable, non-biodegradable, and recyclable waste.
- Ensure regular and timely garbage collection, especially during peak tourist seasons.
- Improve the cleanliness and maintenance of public toilets and sanitation facilities for better tourist comfort.
- Promote responsible tourism through awareness programs and cooperation between authorities, local communities, and tourism stakeholders.

### VIII. CONCLUSION

The study concludes that Kodaikanal remains one of the most popular hill stations in South India due to its scenic beauty, pleasant climate, and strong tourism appeal. Most tourists perceive it as a well-developed destination and are willing to recommend it to others. However, increasing tourist inflow has created challenges such as poor waste disposal, inadequate dustbins, lack of waste segregation, and insufficient sanitation facilities, which negatively affect the tourist experience and the hill ecosystem. The study highlights that cleanliness plays a crucial role in tourist satisfaction and destination image. Therefore, effective waste management, improved sanitation facilities, responsible tourist behavior, and better municipal planning are essential for promoting sustainable tourism development and preserving the environmental quality of Kodaikanal.

### REFERENCES

1. Sharma, R., & Singh, P. (2017). Tourism growth in South Indian hill stations. *Journal of Tourism Development*, 12(3), 45–58.
2. Rajesh, K. (2016). Tourist satisfaction in hill destinations. *International Journal of Tourism Research*, 18(2), 112–125.
3. Kumar, S., & Devi, L. (2019). Environmental impact of tourism in hill towns. *Journal of Sustainable Tourism*, 27(4), 389–405.
4. Prakash, M. (2018). Infrastructure facilities in Kodaikanal: A case study. *Asian Journal of Tourism Studies*, 10(1), 77–90.
5. Meena, R., & Arumugam, T. (2021). Sustainable tourism practices in hill destinations. *Journal of Ecotourism Research*, 15(2), 134–149.



INTERNATIONAL  
STANDARD  
SERIAL  
NUMBER  
INDIA



# INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH IN SCIENCE, ENGINEERING AND TECHNOLOGY

| Mobile No: +91-6381907438 | Whatsapp: +91-6381907438 | [ijmrset@gmail.com](mailto:ijmrset@gmail.com) |

[www.ijmrset.com](http://www.ijmrset.com)